**Expression of Interest**

**Liverpool Pop Up Project**

**Northumberland Street Arcade (Shop 8 and 11)**

**Liverpool City Council**

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**Contact**

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1. **INTRODUCTION**
   1. **Liverpool City Council**

Liverpool was originally inhabited by the Darug and Gandangara tribes. The clan group around Liverpool was the Cabrogal, named after the Cohbra (or Cahbra) grubs they harvested at the banks of the Georges River, especially near Cabramatta Creek. Liverpool was settled in 1810 by Governor Lachlan Macquarie, and is Australia's fourth oldest town behind Sydney, Parramatta and Hobart, and its first free planned settlement.

Liverpool’s population is over 210,000 and is expected to reach 241,000 by 2021. The Liverpool Local Government Area (LGA) is incredibly diverse, consisting of semi-rural and suburban areas as well as an expanding and lively city centre where major commercial activity exists. In addition, Liverpool is a culturally diverse LGA. It is home to over 140 language groups with 40% of its population born overseas.

Liverpool City is the regional capital of the Great South West and is rapidly growing to become one of the biggest cities in Australia. In line with this growth, Liverpool City Council (Council) has undertaken steps to transform the city into a more desirable place to live, work and visit.

* 1. **City Centre Activation**

*Our Home, Liverpool 2027 Community Strategic Plan* sets Council’s vision to create a vibrant and robust city, which is the thriving economic and cultural hub of South Western Sydney. Council has implemented several strategies which are aimed at revitalising the city centre and developing key economic, cultural, recreational and entertainment precincts.

The Liverpool Pop Up project will encourage the activation of the south end of the CBD at the Northumberland Street Arcade. The intention is to transform vacant shopfronts in the arcade into a creative retail and innovation hub.

**1.3 Support for start-ups and small businesses**

Council values the contribution small businesses make to the local economy and employment. Key to Council’s Economic Development Strategy is to support start-ups, entrepreneurs and small businesses. The Liverpool Pop Up project will provide an opportunity to trial business concepts and operations in a low risk environment. Successful applicants will be provided business advisory support prior and during their tenancy.

1. **CALL FOR EXPRESSIONS OF INTEREST**

Council is seeking Expressions of Interest (EOI) from start-ups, social enterprises, community groups or artists to set up a temporary retail business. The successful applicant(s) will have the opportunity to test their business concept(s) for a period of six (6) months.

There are two available shopfronts available, please refer to the Appendix - 2 for the shop specifications.

Submissions must address all questions in the application form and include all attachments requested.

Submissions close on **Friday, 14 January 2019 at 5pm**

1. **PROJECT BRIEF**
   1. **Project scope**

The Northumberland Street Arcade (refer to Appendix 1) forms part of a chain of arcades that enable pedestrians to cross the CBD whilst enjoying an eclectic mix of retail, hospitality and professional services.

The Liverpool Pop Up project aims to complement the existing businesses by activating the Northumberland Street end of the arcade and creating a hub of artisan and innovative shop. The available shops (shop 8 and 11) are equipped with a shared kitchenette and has approval for use as general retail. See Appendix 2 for the shopfront layout.

The aim of this project is to develop a vibrant and interesting destination that attracts visitors to the area. The shopfronts will provide visitors with a memorable retail experience both in terms of the unique products/services on offer and how customers are engaged.

Potential Pop Up concepts could include:

* Studio or gallery which has artworks for purchase
* Hybrid businesses that combines two or more products/services, for example: a bookshop and hand-made artisan products or a tea shop (packaged) and florist
* Artist co-op selling a range of products from local artists and engaging customers through sharing the stories of the makers
* Made to fit upcycled clothing store

If you are unsure whether your proposal is within the scope please contact Tracy Lee, Small Business Officer at [business@liverpool.nsw.gov.au](mailto:business@liverpool.nsw.gov.au) or on 8711 7730 to discuss this further.

* 1. **Business support**

To ensure tenants are well supported throughout the process there are a number of support mechanisms in place.

* + 1. **Business Advisory support**

Council can assist the successful tenant to access complimentary business advisory services prior to and during their tenancy. These services will be provided by partner Business Advisory organisations. The aim of these services will be to assist successful tenants to refine their business plans, financial, marketing and operational strategies.

**3.3 Community Engagement (optional)**

In line with Council’s Community Strategic Plan, Council can assist to connect tenants with community groups and/or community initiatives. The aim of this is to create greater connections and generate greater opportunities within the community. This can be in the form of offering work experience to locals, providing workshops to local schools or community groups, contributing to a local programme or initiative (please note, certain checks will be required if individuals are school aged).

**3.4 Licence Agreement**

Successful applicants will enter into a Licence Agreement with Council. The Agreement will be proposed for a six (6) month period with the possibility to extend for an additional six (6) months.

Rent will be paid at a peppercorn rate of one dollar ($1) per month. The successful applicant will be responsible for the cost of utilities at a rate of $50 per month. A bond of $200 (cash or bank cheque accepted) is required prior to the commencement of the lease.

**3.5 Technical Considerations**

**3.5.1 Fixtures & Fittings**

The shop fitout is at the successful applicant’s **own** costs. The successful applicant is given the flexibility to fit out the shop to their creative requirements however the fixtures must be removable and the space left in a “make good” condition. Examples of these fixtures and fittings could be:

* Multiple shelving units that are made up of vertical and angled perspex and solid shelves
* Lockable glass cabinets
* Counter
* Fitting room
* Numerous Display Hooks

**3.5.2 Trading Hours**

Pop Ups are able to trade six (6) days a week, Monday to Saturday between 8am – 10pm.

The core trading hours which the shopfronts are required to be open are Monday to Friday, 10am – 3pm.

**3.6 Key Dates**

Please refer to the below for the timeframes for this EOI application round. The Pop Ups will be expected to be operational by February 2019.

Please note, applications can be submitted after this date though will not be considered until the next EOI application round.

10 December 2018 Expression of Interest opens

14 January 2019 Closing date for all submissions due by 5pm

25 January 2019 Successful submission announced

28 January 2019 Successful applicants provided access to commence shop fitout and setup (subject to Agreement being signed)

February 2019 Pop up to be operational

1. **SELECTION PROCESS**

A Council Selection Panel will review and evaluate all EOIs, and will decide the successful submission.

Submissions must be sent in a high resolution format (JPEG, PDF) and emailed to

Contact Tracy Lee, Small Business Officer

Email [business@liverpool.nsw.gov.au](mailto:business@liverpool.nsw.gov.au)

Phone 02 8711 7730

Large electronic files are to be sent via a file sharing website. All files should be clearly labelled with the applicant’s name.

* 1. **Selection Criteria**

Submissions will be evaluated according to, but not limited to, the following criteria related to the applicant’s:

1. Business plan
2. Activation proposal
3. Motivation for participating in the program
   1. **Expression of Interest Check List**

All EOI submissions must be received by **Friday, 14 January 2019 by 5pm.**

Applications can be submitted after this date though will not be considered until the next EOI application round.

Submissions should address all questions in the **Application Form** **and include the attachments requested:**

1. Business Plan
2. Shopfront layout - images or drawings

The selected applicants will be notified by **Friday, 14 January 2019 by 5pm.**

1. **Application Form: Expression of Interest for Liverpool Pop Up Project**

Please complete this Application Form and include it with your EOI submission.

|  |  |
| --- | --- |
| Application Form | |
| **EOI Title:** | **Liverpool Pop Up** |
| **Applicant details** | |
| **I/We (the Applicant)**    (Full Name in BLOCK LETTERS of Individuals, Partners trading in a partnership or Company)  **ACN** (if a Company)**:**  ...... **ABN:** .................  **Address:**………………………………………………………………………………………………………………….  **State:** **Postcode:**  **Telephone:** **Mobile:** **Facsimile:**  **Email Address:** | |

|  |
| --- |
| **By signing below I declare on behalf of the Applicant**  To the best of my/our knowledge, in submitting the Application, none of the employees, officers or agents of the Applicant have or are likely to have any conflict of interest in relation to matters connected with the Application.  I/We have complied with all mandatory requirement(s) if any, in relation to this Expression of Interest.  I/We agree with the Terms and Conditions specified in Section.6 of this document  **Name** of Applicant or authorised person(s):  **Signature(s):** ……………………………………………………………………….. **Date:** …../.……/….....…  **Please ensure you submit your Application as a pdf file** |

# All submissions must be sent in a high resolution format (JPEG, PDF) and emailed to Tracy Lee, Small Business Officer, at [business@liverpool.nsw.gov.au](mailto:business@liverpool.nsw.gov.au) .

Large electronic file are to be sent via a file-sharing website. All files should be clearly labelled.

All submissions must be received no later than **Friday, 14 January 2019 by 5pm.**

Please note, applications can be submitted after this date though will not be considered until the next EOI application round.

**5.1 Applicants Background**

|  |
| --- |
| Provide a summary of your background and experience (please limit your response to 250 words) |
| *<<please provide response>>* |

* 1. **Business plan**

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| --- |
| Please provide us with a copy of your business plan ( please use the template in Appendix 3) |
| *<<please attach>>* |

**5.3 Customer validation**

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| --- |
| What research (surveys, face to face interviews, focus groups etc.) have your undertaken with your target market to ensure that there is a need/desire for your business concept or products? Please tell us more about these results. |
| *<<please provide response>>* |

**5.4 Applicants Activation Proposal**

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| --- |
| Please tell us about how you will activate your shopfront and contribute to the activation of the arcade? |
| *<<please provide response>>* |

**5.5 Marketing**

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| --- |
| How do you plan to market and connect with your target market to draw them to your Pop Up? Please include your social media channels and reach ( if already established) |
| *<<please provide response>>* |

**5.6 Shop preference**

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| --- |
| Please specific which shop you would prefer |
| *<<please provide response>>* |

**5.7 Shop Layout**

|  |
| --- |
| Please provide us with an idea of your shop layout and shopfront activation plan. Please include any drawings or images as separate attachments |
| *<<please provide response>>* |

**5.8 Motivation**

|  |
| --- |
| What is your motivation for wanting to start up a business and how will participating in the Liverpool Pop Up Program will help? |
| *<<please provide response>>* |

**5.9 Business support and community engagement**

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| --- |
| Should you be successful, please indicate whether you would be interested in the below   * Business advisory sessions * Mentorship * Participating a community development program * Sharing a space with another business   Please confirm if there is any other assistance you might require. |
| *<<please provide response>>* |

**5.10 Marketing and media**

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| --- |
| Please confirm agreement to participate in all related research and media coverage during your Pop Up tenancy, and up to one year thereafter?   * Yes * No |

**5.11 Legislative requirements**

|  |
| --- |
| Please confirm whether you have or will have the following prior to entering into a Lease Agreement with Council:   * An Australian Business Number (ABN) * Public Liability Insurance with the value of $10 million including plate glass |

1. **TERMS AND CONDITIONS**

The Terms and Conditions for the Pop Up Shops are as per the below;

**6.1 Licensing Conditions**

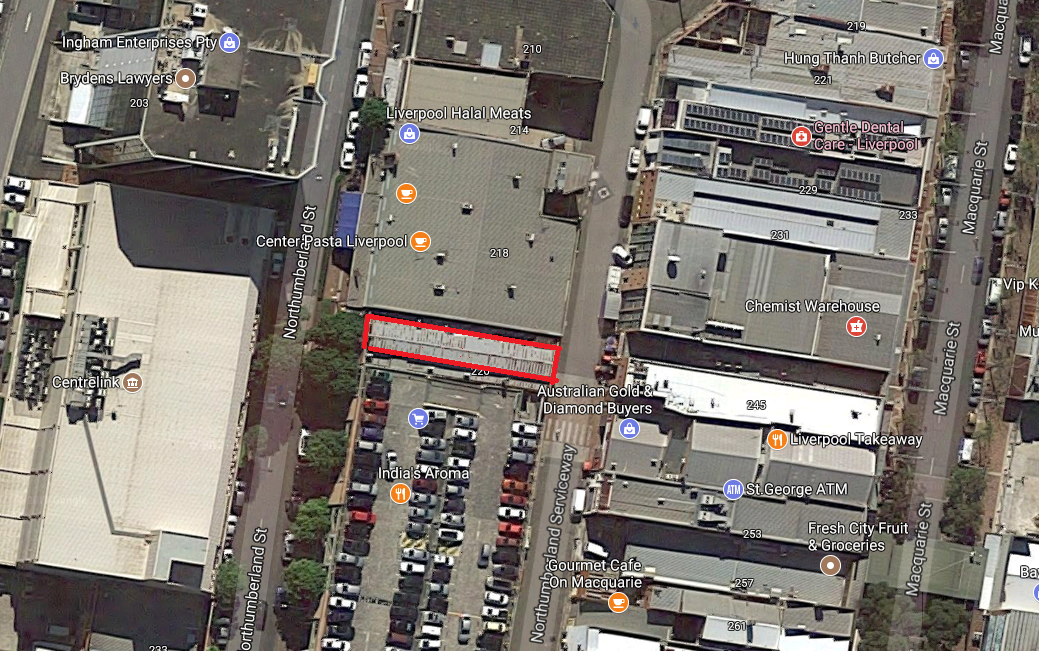
The successful applicant and Liverpool City Council will enter into a License Agreement. The key terms and conditions for the Pop Up are as per the below;

1. The Agreement is for a period of six (6) months with the possibility to extend for an additional six (6) months
2. The cost of the occupation is at a peppercorn rate of one dollar ($1) including GST per month
3. The successful applicant will be responsible for payment of water and electricity costs. A standard rate of $50 per month for utilities is payable
4. A cash or bank cheque bond of $200 is payable prior to the commencement of the lease
5. Minimum trading hours are 5 days per week, Monday to Friday between 10am to 3pm.
6. The sites are currently approved for retail uses. Tenant must not vary the “Pop up Shop” usage unless agreed to in writing by Council and/or approved development consent or Complying Development Certificate (CDC)
7. The successful applicant must supply their own furniture, tools, and materials. All furniture is required to be removed at the end of the lease. No permanent change to the premises unless agreed in advance with Council
8. No structural alterations to the premises
9. Premises to be kept clean and presentable at all times
10. Premises will be inspected prior to, and at the completion of the lease
11. Damages to be rectified prior to the end of the agreement terms
12. The successful applicant must vacate at completion of occupancy unless agreed to in writing by Council
13. Council will request the successful applicant to vacate early in the event that the terms and conditions of the lease have been breached
    1. **Insurance**
14. The successful applicant is responsible for insurance of their contents and furniture. Council is not responsible for any lost, stolen or damaged contents.
15. The successful applicant must keep current an insurance policy covering -
    1. Public Liability Insurance to the value of $10 million in relation to any activities undertaken in the Pop Up shops
    2. Damage or destruction from any cause to all plate glass in the windows and other portions of the property
    3. **Reporting and disclosure of information**
16. Council can request progress reports from Business Advisory partners. The information sought after includes: recommendations and advice provided, barriers and key successes identified and an overview of the sustainability of the business
    1. **Media & Marketing**
17. The successful applicant must agree to be available for media requests for the duration of the tenancy and up to one year thereafter.

**Appendix**

**Appendix 1 – Site map**

Northumberland Arcade highlighted in red



*Source: Google*

**Appendix 2 - Shopfront layouts – Shop 8**



**Shopfront layouts – Shop 11**



**Appendix 3 - Business Plan template**